



A Message from the Director of CDC's Injury Center

Many of us in the United States consider having a vehicle essential for a happy and productive life. However, among the prices we as a society pay for the mobility afforded by motor vehicles are 40,000 motor vehicle-related deaths each year and numerous people who are permanently disabled. Motor vehicle-related medical costs exceeded \$21 billion in 2000.

Motor vehicle-related deaths, injuries, and suffering can be prevented. Our country has made great strides in confronting the public health problems of road traffic deaths and injuries. There are wonderful success stories—lives saved from increased seat belt and child restraint use and widespread adoption of the .08 Blood Alcohol Concentration limits for drivers.

Nevertheless, we have much more to do. That is why the Centers for Disease Control and Prevention (CDC) and its partners are joining forces to promote road traffic safety on World Health Day. Sponsored by the World Health Organization and held annually on April 7th, World Health Day focuses attention on a leading public health problem that crosses national boundaries, threatening the safety and health of people worldwide. World Health Day 2004 focuses on road traffic safety. CDC's theme is **Family Road Safety: Protect the Ones You Love**. We are asking you to use this opportunity to educate, build awareness, and promote life-saving interventions about road traffic safety.

Inside this information kit you will find a number of tools to help your community promote *Family Road Safety* and World Health Day:

- Press release to customize for local media
- Newsletter article to include in both internal and external publications
- Fact sheet providing the latest information available for combating traffic-related injuries and deaths
- "Things to Do in Your Community" brochure—suggestions for expanding your World Health Day outreach
- Mayoral proclamation to demonstrate your community's commitment
- List of prevention resources
- Certificate for a free CD-Rom of road traffic safety-related images. After all, a picture is worth a thousand words.

Besides being informative, these tools are easy to use. Please put them to good use in your community. Join us—not just for one day, but in an effort that extends for years to come—to help prevent the 1.2 million deaths occurring worldwide each year from road traffic-related injuries by preventing deaths in the United States.

Sincerely,

Sue Binder, MD